

BÁO CÁO HIỆU QUẢ CHIẾN DỊCH THEO NHÂN KHẨU HỌC

Welcome

Quốc gia

All

Khu vực

All

Nền tảng

All

Định dạng

All

Clear all slicers

5/7/2025



7/27/2025



Tổng Impressions

343,613

Tổng Likes

13,740

Tổng Shares

4,696

Tổng Comments

6191

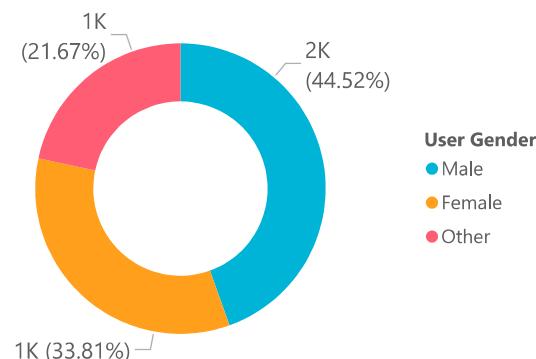
Tổng Purchases

3,697

Campaign Metrics theo Gender & Generation

Gender	Generation	Total Clicks	Total Engagement	Total Purchases	Clickthrough Rate	Engagement Rate	Conversion Rate
Female	Gen Y	4581	2413	376	0.14	0.07	0.08
Female	Generation X	1764	1309	266	0.20	0.15	0.15
Female	Generation Z	9382	4611	608	0.13	0.06	0.06
Male	Gen Y	6444	3379	469	0.13	0.07	0.07
Male	Generation X	2000	1458	283	0.19	0.14	0.14
Male	Generation Z	14558	7040	894	0.12	0.06	0.06
Other	Gen Y	2050	1304	220	0.16	0.10	0.11
Other	Generation X	1453	1163	266	0.22	0.18	0.18
Other	Generation Z	3477	1950	315	0.14	0.08	0.09

Tổng Purchases theo Gender



Tổng Purchases theo Gender & Generation

Generation ● Gen Y ● Generation X ● Generation Z

